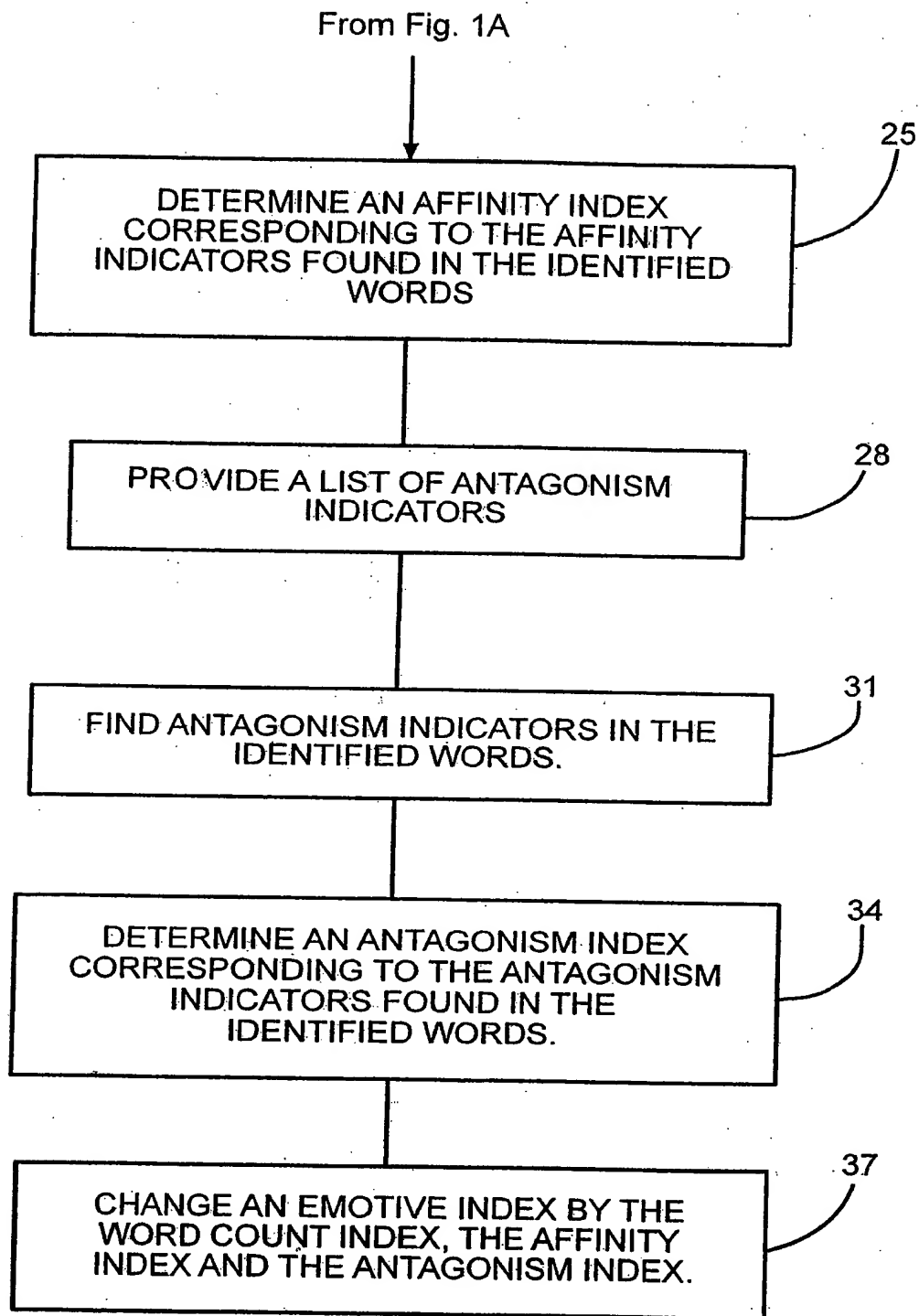


FIG. 1A



—FIG. 1B

-
LYCOShop
Get free e-mail
What are you N2
HotBot -
A FREE web-based e-m
>

Angelfire for your f
Subj:
Movies? TV Comm
-Forwarded Message:

FIG. 2

Sampling Class	Indicator	Case Sensitive?
Competition	"amazon"	0
Competition	"cheaper"	0
Competition	"competition"	0
Competition	"competitor"	0
Competition	"compusa"	0
Competition	"dvdexpress"	0
Competition	"elsewhere"	0
Competition	"just have to"	0
Competition	"necx"	0
Competition	"netflix"	0
Competition	"pc connection"	0
Competition	"someplace else"	0
Competition	"somewhere else"	0
Competition	"totale"	0
Contented	"amaze"	0
Contented	"amazing"	0
Contented	"appreciate"	0
Contented	"elat"	0
Contented	"excellent"	0
Contented	"fabulous"	0
Contented	"good work"	0
Contented	"great"	0
Contented	"impress"	0
Contented	"look forward"	0
Contented	"looking forward"	0
Contented	"pleased"	0
Contented	"satisf"	0
Contented	"Wow"	0
Contradiction	"yet"	0
Contradiction	"although"	0
Contradiction	"but"	0
Contradiction	"despite"	0
Contradiction	"however"	0
Contradiction	"in spite of"	0
Defamation	"am going to tell"	0
Defamation	"badmouth"	0
Defamation	"everyone know"	0
Defamation	"spread the word"	0
Defamation	"will tell"	0
Delay	"delay"	0
Delay	"ever"	0
Delay	"everytime"	0
Delay	"long time"	0
Delay	"still have"	0
Delay	"taking so long"	0

FIG. 3A

Sampling Class	Indicator	Case Sensitive?
Delay	“too long”	0
Derogatory	“awful”	0
Derogatory	“bad”	0
Derogatory	“bullshit”	0
Derogatory	“disorgani”	0
“Derogatory	“dumb”	0
Derogatory	“lazy”	0
Derogatory	“outrageous”	0
Derogatory	“ridiculous”	0
Derogatory	“scam”	0
Derogatory	“screw up”	0
Derogatory	“stupid”	0
Derogatory	“sucks”	0
Derogatory	“terrible”	0
Derogatory	“unacceptab”	0
Derogatory”	“worst”	0
Emotional indicator	“angry”	0
Emotional indicator	“annoyed”	0
Emotional indicator	“disappoint”	0
Emotional indicator	“dissatisf”	0
Emotional indicator	“frustrat”	0
Emotional indicator	“pissed”	0
Emotional indicator	“pleased”	0
Emotional indicator	“upset”	0
Fault assessment	“bother”	0
Fault assessment	“mistake”	0
I AM	“I am”	0
I AM	“I’m”	0
Imperative	“Cancel”	1
Imperative	“Credit m”	1
Imperative	“Don’t”	1
Imperative	“Refund m”	1
Imperative	“Reinstate”	1
Imperative	“Send”	1
Imperative	“Stop”	1
Imperative	“Tell”	1
Inconvenience	“inconvenien”	0
Inconvenience	“too late”	0
Inconvenience	“trouble”	0
Inconvenience	“very frustrat”	0
Inconvenience	“wasting”	0
Information	“any information”	0
Information	“no information”	0
Institution	“attorney”	0
Institution	“better business”	0
Institution	“consumer fraud”	0

FIG. 3B

Sampling Class	Indicator	Case Sensitive?
	“consumer”	
Institution	“protection”	0
Institution	“crime”	0
Institution	“criminal”	0
Institution	“file suit”	0
Institution	“law”	0
Institution	“laws”	0
Institution	“lawyer”	0
Institution	“prosecut”	0
Institution	“regulation”	0
Institution	“statute”	0
Institution	“sue”	1
Intensifier	“!!”	0
Intensifier	“deeply”	0
Intensifier	“extremely”	0
Intensifier	“I am very”	0
Intensifier	“I’m very”	0
Intensifier	“NOT”	1
Invective	“ass”	0
Invective	“-ass”	0
Invective	“asshole”	0
Invective	“bullshit”	0
Invective	“bullshit”	0
Invective	“chrissake”	0
Invective	“damn”	0
Invective	“dipshit”	0
Invective	“fuck”	0
Invective	“god dam”	0
Invective	“goddam”	0
Invective	“god-dam”	0
Invective	“god’s sake”	0
Invective	“godsake”	0
Invective	“shit”	0
Manager	“a manager”	0
Manager	“supervisor”	0
Matching	“beat”	0
Matching	“match”	0
Misinformation	“advised me”	0
Misinformation	“had known”	0
Misinformation	“informed me”	0
Misinformation	“led to believe”	0
Misinformation	“means”	0
Misinformation	“mislead”	0
Misinformation	“misled”	0
Misinformation	“misrepresent”	0
Misinformation	“notif”	0
Misinformation	“promise”	0
Misinformation	“say”	0

FIG. 3C

Sampling Class	Indicator	Case Sensitive?
Misinformation	“surpri”	0
Misinformation	“was told”	0
Misinformation	“would have thought”	0
Misinformation	“would think”	0
Misinformation	“you told me”	0
Modal	“ould have”	0
Modal	“ould not have”	0
Modal	“ouldn’t have”	0
Modal	“you need to”	0
Monetary	“\$”	0
Monetary	“charge”	0
Monetary	“compens”	0
Monetary	“credit”	0
Monetary	“discount”	0
Monetary	“expens”	0
Monetary	“money”	0
Monetary	“pay”	0
Monetary	“price”	0
Monetary	“refund”	0
Monetary	“tax”	0
Negative	“cannot”	0
Negative	“no”	0
Negative	“none”	0
Negative	“not”	0
Negative	“n’t”	0
Never	“never”	0
Never	“not ever”	0
Never	“n’t ever”	0
Pricing	“price”	0
Pricing	“pricing”	0
Repetition	“again”	0
Repetition	“attempted”	0
Repetition	“each time”	0
Repetition	“every time”	0
Repetition	“everytime”	0
Repetition	“first time”	0
Repetition	“fourth time”	0
Repetition	“getting out of hand”	0
Repetition	“I keep”	0
Repetition	“keeps”	0
Repetition	“last time”	0
Repetition	“many time”	0
Repetition	“numerous”	0
Repetition	“once already”	0
Repetition	“originally”	0
Repetition	“second time”	0

FIG. 3D

Sampling Class	Indicator	Case Sensitive?
Repetition	“several time”	0
Repetition	“third time”	0
Repetition	“times”	0
Repetition	“tried”	0
Repetition	“twice”	0
Severance	“another source”	0
Severance	“another vendor”	0
Severance	“business elsewhere”	0
Severance	“close my account”	0
Severance	“do business”	0
Severance	“lose a customer”	0
Severance	“lose business”	0
Severance	“lost a customer”	0
Severance	“somewhere else”	0
Severance	“will no longer”	0
Sorry	“my apolog”	0
Sorry	“my mistake”	0
Sorry	“sorry”	0
Sorry	“to apolog”	0
System error	“doesn’t work”	0
System error	“error”	0
System error	“not work	0
System error	“pass word”	0
System error	“password”	0
System error	“user name”	0
System error	“username”	0
System error	“wont work”	0
System error	“won’t work”	0
Thanks	“thank”	0
Thanks	“thanx”	0
Thanks	“thx”	0
Thanks	“tia”	0
Urgency	“asap”	0
Urgency	“HELP”	1
Urgency	“immediate”	0
Urgency	“now”	0
Urgency	“right away”	0
Urgency	“soon”	0
Urgency	“today”	0
Urgency	“urgen”	0
Wh-words	“How”	1
Wh-words	“What”	1
Wh-words	“When”	1
Wh-words	“Where”	1
Wh-words	“Who”	1
Wh-words	“Why”	1

FIG. 3E

Sampling Class	Indicator	Case Sensitive?
Word Occurrence	“anymore”	0
Word Occurrence	“companies”	0
Word Occurrence	“complaint”	0
Word Occurrence	“continue”	0
Word Occurrence	“decided”	0
Word Occurrence	“everytime”	0
Word Occurrence	“explain”	0
Word Occurrence	“feedback”	0
Word Occurrence	“hear”	0
Word Occurrence	“helpful”	0
Word Occurrence	“holding”	0
Word Occurrence	“informed”	0
Word Occurrence	“known”	0
Word Occurrence	“numerous”	0
Word Occurrence	“point”	0
Word Occurrence	“refund”	0
Word Occurrence	“spending”	0
Word Occurrence	“talking”	0
Word Occurrence	“till”	0
Word Occurrence	“trust”	0

FIG. 3F

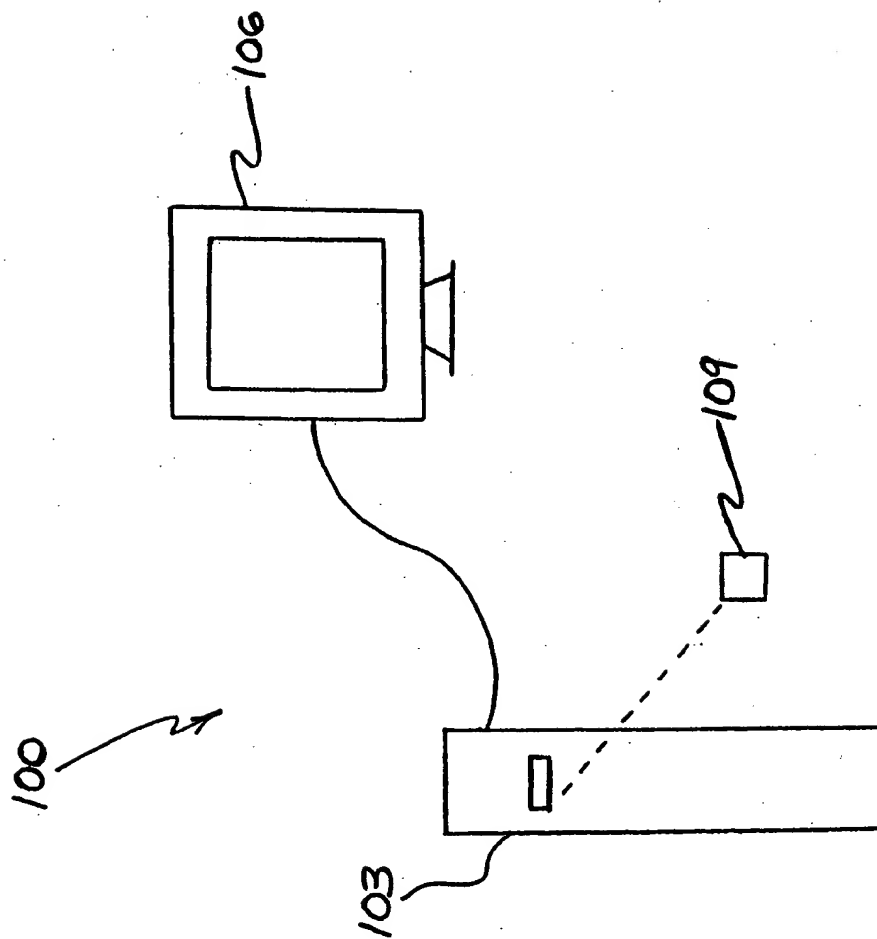


FIG. 4